

TO: Rich Camisa

DATE: October 4, 1989

FROM: Nancy Gurry *my*SUBJECT: MARLBORO ULTRA LIGHTS TEST MARKET TRACKING
SUMMARY OF PREVIOUS BRAND

The attached table shows the prior brands of current smokers of Marlboro Ultra Lights in both test areas. To date, eight waves of tracking as well as the initial wave have been cumed.

Overall, there are 68 Marlboro Ultra Lights smokers in Indianapolis and 38 smokers in Portland. With regard to cannibalization, blue/white (62%) continues to cannibalize Marlboro at a somewhat higher level than red/cork (55%). However, both blue/white (71%) and red/cork (74%) are cannibalizing other PM brands at similar rates. Note that this data is not statistically significant but can be viewed as directional in nature.

/et

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